

Jerry Lewis's 11th annual Stars join dystrophy telethon

Joining Jerry Lewis and over 100 national stars slated to appear on the 11th annual Jerry Lewis Labor Day Telethon for Muscular Dystrophy will be Detroit-area personalities from TV, radio, sports, the press and civic life.

The telethon will originate live from Del Webb's Hotel Sahara in Las Vegas and will be broadcast locally by WJBK-TV, Channel 2, starting at 8 p.m. Sunday, Sept. 5, and continuing non-stop until 8:30 p.m. Monday, Sept. 6.

In Las Vegas, Jerry and his anchorman Ed McMahon will be introducing Charlton Heston, Gregory Peck, Debbie Reynolds, Donald O'Connor, Kirk Douglas, Julie Harris, Tony Bennett, Carol Burnett, Glenn Ford, David Hartman, Gene Rowlands and John Casavetes.

These stars join a celebrity roster headed by Frank Sinatra, who will stage three "mini-specials" with Jerry, and includes such names as Marvin Hamlisch, Jon Heatherton, Mary Tyler Moore, Donny and Marie Osmond, James Franciscus, Viki Carr, Virginia Capers, Florence Henderson, Tony Martin, Cyd Charisse, Estelle Parsons, O.C. Smith, Lola Falana, Sally Struthers, Lloyd Bridges, Bobbie Gentry and Laine Kazan.

Also scheduled to appear are the casts of "Bubbling Brown Sugar," "Chicago," "Guns and Dolls" and "My Fair Lady," who will perform musical numbers from the current hit shows. FOR 15 MINUTES each hour, WJBK-TV will "break away" from the show to feature local celebrities, labor and civic leaders and dystrophy youngsters in their Southfield studios.

The local segments will be hosted by Joe Glover, who will stay with the telethon all 21 hours, assisted at various times by Robbie Timmons, Vic Caputo, Jerry Hodak, Ray Lane, Beverly Payne and other TV-2 personalities.

Also scheduled for personal appearances as "guest hosts" are Bill Bonny, Don Haney, Jack McCarthy, Sonny Eliot, Dave Whitman, Sande Drew, Doug Morison, Lou and Jackie Gordon, Dick Purian, Deano

Day, Bob Hynes and astrologer Cleo Aulua.

Additional local celebrities, who will read pledges and introduce contributors, include Marilyn Turner, John Kelly, Bob Allison, Jimmy Laurence, Tom Dean, Dave Dales, Jerry Chiappetta, Hugh Copland, Jerry Whitman, Bob Charlton, Ron Rose, Tom Jeffries, "Miss Detroit" Catherine Canu, columnists Chuck Thurston and Jackie Kallen and Red Wing Eddie Jacobson.

Special guest appearances by Mark "The Bird" Fildrich and national singing star Frankie Valli have also been slated for the Detroit segments.

OKW radio personality "Super Max" Kinkie will again serve as the tireless "teletown talk" for the entire production. The telethon, shown minute-by-minute totals of telethon pledges, is featured constantly throughout the local breaks.

IN ADDITION to the state portions of the telethon, WJBK-TV will also have cameras in front of the station, where residents will be depositing telethon contributions into two giant fishbowls between 9 a.m. and 6 p.m. Labor Day. Hosting the fishbowls will be Bozo the Clown, Mr. Woodruff, Sir Graves Glastley, the Hot Pudge group, and the Banana Splitz.

During Channel 2's hourly breakaways from Las Vegas show, other celebrities will join contributors and models in answering phones "on camera." Also, more than 3,000 volunteers will answer phones for dystrophy at special phone centers located in the Northland, Eastland, Westland, Dearborn, Mt. Clemens, Pontiac and Detroit Areas.

The telethon raised \$18,888,499 nationally and \$1,136,480 locally last year. Proceeds

from the telethon provide diagnosis, clinic treatment, therapy, wheelchairs, braces and other services free of charge to dystrophy patients. Funds raised also support vital research into muscular dystrophy which is as yet incurable.

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